

What is claimed is:

1. A computer-implemented method for promotion of products within an electronic game, comprising:
receiving at least one input from a player, whereby the player is identified;
displaying at least one graphical object representing a promoted product, whereby the promoted product is brought to the attention of the player; and
in response to at least one action being performed by the player, processing at least one request from the player, whereby the promoted product is selected.
2. The method of claim 1, wherein, in response to a first action being performed by the player, the player receives at least one item of information about the promoted product without requiring a second action being performed by the player.
3. The method of claim 1, wherein the graphical object includes at least one item of information which identifies the promoted product.
4. The method of claim 1 wherein, in response to at least one action being performed by the player, the promoted product is added to an electronic shopping cart.
5. The method of claim 1 wherein, in response to at least one action performed by the player, a purchase of the promoted product is completed.
6. The method of claim 1 wherein the promoted product is a good.
7. The method of claim 1 wherein the promoted product is a service.
8. The method of claim 1 wherein the promoted product is a contract.
9. The method of claim 1 wherein the promoted product is an interest in a real property.
10. A computer system which embodies the method of claim 1.

11. A computer program which, when executed by a computer, performs the method of claim 1.
12. An image on the display generated according to the method of claim 1.
13. A computer-implemented method for promotion of products within an electronic game, comprising:

displaying at least one graphical object identifying a promoted product, whereby the promoted product is brought to the attention of the player;

in response to at least one action being performed by the player, modifying an operational parameter of the electronic game; and

wherein the operational parameter is capable of enhancing the performance of the player.
14. The method of claim 13 wherein the speed of the player is enhanced.
15. The method of claim 13 wherein the power of the player is enhanced.
16. The method of claim 13 wherein the dexterity of the player is enhanced.
17. The method of claim 13 wherein the endurance of the player is enhanced.
18. The method of claim 13 wherein the promoted product is a good.
19. The method of claim 13 wherein the promoted product is a service.
20. The method of claim 13 wherein the promoted product is a contract.
21. The method of claim 13 wherein the promoted product is an interest in a real property.
22. A computer system which embodies the method of claim 13.
23. A computer program which, when executed by a computer, performs the method of claim 13.
24. An image generated on a display generated according to the method of claim 13.

25. A computer system comprising:
- a display;
 - at least one processor in communication with the display;
 - at least one storage medium in communication with the processor;
 - wherein the processor operates at least a promotion engine based at least in part on instructions stored on the storage medium;
 - wherein the promotion engine conducts at least one promotion;
 - wherein the promotion includes displaying at least one promoted product on the display;
 - and
 - in response to at least one action being performed by the player, modifying the instructions with respect to at least one operating parameter.
26. The method of claim 25 wherein the processor operates a graphics engine.
27. The system of claim 25 wherein the promotion engine conducts at least one promotion within a computer game.
28. The system of claim 25 wherein the promotion engine conducts at least one promotion before a player commences play of a computer game.
29. The system of claim 25 wherein the promotion engine conducts at least one promotion after a player completes play of a computer game.
30. The system of claim 25 wherein, in response to at least one action being performed by a player, the promoted product is selected.
31. The system of claim 25 wherein, in response to at least one action being performed by a player, the proposed product a player is purchased before, during, or after play of a computer game.